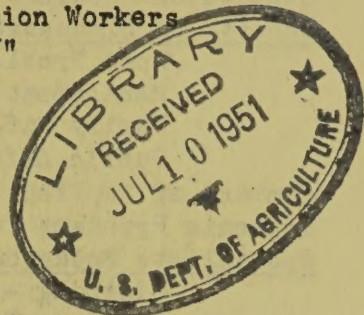


WHAT ADJUSTMENTS ARE AHEAD IN HOME DEMONSTRATION WORK?

Report of
National Conference of Home Economics Extension Workers
"STRENGTHENING HOMES IN THE EMERGENCY"

Washington, D. C.
April 25, 26, and 27, 1951

FOREWORD



This conference marks a distinct step forward. It is the first national conference to deal with the adjustment of home demonstration programs to defense mobilization. It has been valuable and profitable for us to take a look at the present status of the mobilization programs; how it affects the home and the things which are related to the home; and to take a look at trends, as nearly as we can ascertain them, during the months ahead.

Either during the present situation, with limited war and mobilization, or in an all-out war, the demands for food, the pressure on agriculture, and the repercussions of this kind of economy will present increasingly complex problems for the rural home. Therefore, thinking and planning for 1952 is not a matter of waiting until the first of January 1952; it is a matter of thinking now about where we are in this continuing situation and relating what we do this summer, and how we do it, to our future plans for 1952.

I, therefore, feel that this conference is of great importance, and I appreciate the cooperation of the Extension Directors who were so generous in meeting with our request to have a representative group from the four Extension regions of the United States to meet with us here in Washington and to give serious consideration to these problems.

This National Conference appraised the problems families are now facing and discussed adjustments in the home demonstration program that may be needed during the coming year.

M.L. Wilson
Director of Extension Work

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APPRECIATION

The committee on arrangements for the conference wishes to express appreciation to all who participated. State Home Demonstration Leaders throughout the United States made a special contribution by sending in a list of problems in their States related to the emergency situation. The discussion groups used this up to date background material as a basis for suggesting program adjustments.

Florence L. Hall, Chairman, Extension Service, U.S.D.A.
Dr. Gladys Gallup " " "
Mary Rokahr " " "
Paul V. Kepner " " "
Beatrice Billings, Extension Service, Massachusetts

801337

STRENGTHENING HOMES IN THE EMERGENCY
CONFERENCE OF HOME ECONOMICS EXTENSION WORKERS, WASHINGTON, D. C.
April 25, 26, and 27, 1951

Wednesday, April 25

Room 509-A, Administration Building, U.S.D.A.

Florence L. Hall - Presiding

9:30 - 9:45 a.m.

Purpose of the Conference

M. L. Wilson, Director of Extension Work

9:45 - 10:45 a.m.

DEMANDS FOR WOMAN POWER

Facts Relating to Women Workers

Mrs. Pearl Ravner, In Charge of Economic Studies,
Women's Bureau, U. S. Department of Labor

Civil Defense in an Atomic Age

Mrs. John L. Whitehurst, Assistant to the Administrator,
Office of Civil Defense

10:45 - 11:00 a.m.

RECESS

11:00 - 12:00 noon

CURRENT PROBLEMS

The Stabilization Program and the Consumer

Mrs. Chase Going Woodhouse, Office of Price
Stabilization

Agriculture, Mobilization, and People

Phillip R. Aylesworth, Administrative Officer,
Office of the Secretary

12:00 - 1:30 p.m.

LUNCH

1:30 p.m.

Room 509-A, Administration Building, U.S.D.A.

Mary Louise Collings - Presiding

Organization of Discussion Groups which will consider
adjustments in home demonstration programs in the
following fields:

Group No. 1. Family Life

" " 2. Public Affairs

" " 3. Time and Money

" " 4. Food Problems

2:30 - 3:00 p.m.

Adjournment to Room 510C, New State Department Building

3:00 - 5:00 p.m.

The International Front

Members of the State Department

Thursday, April 26

Room 509-A, Administration Building, U.S.D.A.

Eunice Heywood - Presiding

- 9:00 - 9:30 a.m. What Families Are Facing
Dr. Gertrude S. Weiss, Head, Family Economics
Division, BNHE, U.S.D.A.
- 9:30 - 10:45 a.m. Evaluation of Current Problems in Relation to Defense
Mobilization
Federal and State Home Economics Specialists
- Clothing - Alice C. Linn and Lucille Rea, Iowa
- Consumer Education and Marketing - Loa Davis and
Mrs. Miriam Kelley, Kentucky
- Family Life - Mrs. Lydia A. Lynde and Marguerite Briggs,
Illinois
- Management - Mary A. Rokahr and Louise Young, Wisconsin
- Nutrition - Dr. Evelyn L. Blanchard and Eloise S. Cofer,
West Virginia
- Health - Dr. Evlon J. Niederfrank and Helen L. Johnston,
U. S. Public Health Service
- Home Economics Information - Mrs. Clara B. Ackerman and
Frances Arnold, Texas
- 10:45 - 11:00 a.m. RECESS
- 11:00 - 5:00 p.m. Discussion Groups
- Group No. 1. Room 509-A, Administration Building
" " 2. " 5116 - Soil Conservation, So. Building
" " 3. " 4648 - Federal Crop Insurance Corp.,
South Building
" " 4. " 1006 - Home Economics Section, So. Bldg.
(Groups arrange lunch hour to suit their convenience)

Friday, April 27

- 9:00 - 12:00 noon Discussion Groups (continued)
- 12:00 - 1:30 p.m. LUNCH
- 1:30 - 4:30 p.m. Room 509-A, Administration Building

Madge J. Reese - Presiding

Reports of Discussion Groups

STRENGTHENING HOMES IN THE EMERGENCY

Conference Group

County Home Demonstration Agents

Eliza M. Corbin - Pennsylvania
Iris Macumber - Ohio
Mrs. Mary Switzer - New York
Mrs. Elizabeth L. Tuttle - North Carolina

Assistant 4-H Club Leaders

Alice Carlson - Oklahoma
Dorothy Emerson - Maryland
Hallie L. Hughes - Virginia

State Subject Matter Specialists

Frances L. Arnold - Texas - Home Economics Editor
Margueritte Briggs - Illinois - Child Development and Parent Education
Eloise S. Cofer - West Virginia - Foods and Nutrition
Mrs. Miriam Kelley - Kentucky - Marketing and Consumer Education
Lucille Rea - Iowa - Textiles and Clothing
Louise Young - Wisconsin - Home Management

State Home Demonstration Leaders

Mrs. Lillie M. Alexander - Alabama
Beatrice E. Billings - Massachusetts
Lurline Collier - Georgia
Irene Fagin - California
Marjorie E. Luce - Vermont
Bessie E. McClelland - Montana
Frances Scudder - New York
Dorothy Simmons - Minnesota

Public Health Service

Helen L. Johnston

Representatives from Federal Extension Staff

Mrs. Clara B. Ackerman	Paul V. Kepner
Dr. Evelyn L. Blanchard	Alice C. Linn
Mary Louise Collings	Mrs. Lydia A. Lynde
Mrs. Amy Cowing	Mrs. Ola Powell Malcolm
Loa Davis	Evelyn J. Niederfrank
Dr. Gladys Gallup	Mary Rokahr
Florence L. Hall	Madge J. Reese
Dr. R. J. Haskell	Gertrude L. Warren
Eunice Heywood	M. C. Wilson

M. L. Wilson

STRENGTHENING HOMES IN THE EMERGENCY

High Lights of the Conference

The talks at the conference emphasized Demands for Woman Power, Civil Defense in an Atomic Age, The Stabilization Program and the Consumer, Where We Are on the International Front, and Responsibilities of Agriculture in Defense Mobilization.

Those attending the conference were divided into four discussion groups to consider program adjustments for strengthening the home front in the emergency. Discussion centered on Food Problems, Management of Time and Money, Mobilization and Family Life, and Public Affairs. For background material, the groups relied on:

1. Replies of State Home Demonstration Leaders to a questionnaire regarding problems growing out of the emergency.^{a/}
2. Information presented by speakers.^{b/}
3. Statements presented by Federal and State Specialists.^{c/}

Brief summaries of the reports of the discussion groups are given below.

FOOD PROBLEMS

1. The Importance of Good Nutrition

Since good nutrition is basic to all good health, much emphasis needs to be placed on it. We need to teach people that there is a relationship between diet and good health and to motivate them to adopt the practice. We need to show how optimum health is important for greater efficiency, to maintain morale, to save medical expense and have added protection when there is a shortage of health personnel.

^{a/}See pages 49 to 57

^{b/}See pages 73 to 78

^{c/}See pages 59 to 72

It is important to hold community meetings of family groups in order that the whole family be concerned about improving the nutritional level.

2. Making the Best Use of the Food Dollar

Increased food costs have put a strain on the family budget. In order that the family use their food dollar more wisely, they should know the cost comparisons of foods similar in nutrition in relation to season, availability, and source of supply. The family should have basic information so it can study its own problems as to production, buying, storage, and preservation.

Every member of the family needs to work together on this problem and it needs to be made a "family food adventure."

Particular emphasis should be laid on planned buying. Good planning helps prevent spontaneous buying that upsets the food budget and the diet pattern. Scare buying may result in food wastes as well as create shortages. The consumer education specialist helps the family with these problems by coordinating the information and assistance of the marketing economist, the food and nutrition specialist, and the trade--local retailers, wholesalers, handlers, and producers.

3. Supplementing Food Dollar Through Home Food Production and Preservation

A good home food supply has increased importance in time of emergency to help keep the family in optimum physical condition, to help in the wiser use of the food dollar and to provide an emergency store.

We need to reemphasize a well-balanced food production and preservation plan. Also, we need to improve the quality and variety of the food preserved as well as reduce spoilage. In order that

we may know where to go with this program we need to survey the situation carefully as to the amount and type of preserving that is being done now and what and where the available facilities are so we can expand our program if and when it seems desirable. This program should be coordinated with the other specialists and agencies working in the same field.

4. Preparedness for Emergency Mass Feeding

Extension needs to know how it can best fit into the State and Local Civil Defense Plans and to start immediately appropriate action.

MANAGEMENT OF TIME AND MONEY

1. Money

Controlling inflation, changes in income and prices creating financial problems; buymanship in an inflationary period and conservation of human and natural resources were highlighted. Helping people understand the factors involved in inflation and developing a sense of individual responsibility for controlling the price spiral were suggested solutions with whole hearted leadership in the hands of extension administrators and special training for all State and county staff suggested if the program is successful. Helping people clarify their goals, and make plans through the family approach and farm and home planning result demonstrations, continuation of outlook work and special attention to problems of low income and young married people were other ways and means.

2. Time

Improving time management as farm labor shortages become more acute, and women aid in civil defense activities and take jobs in industry.

The interrelationship of time and money brought out the need for teaching techniques on evaluation and alternatives, i.e. wage earning vs. home production. Work efficiency of homemakers can be improved through successful programs developed during World War II such as Job Instruction Training, Job Methods Training, labor saving exhibits, and time and motion study. Home phases of the over-all farm labor program should be developed as a part of it at Federal, State, and county levels and additional help will be needed. Management problems in clothing, housing, house furnishing and equipment were considered in relation to money and time.

MOBILIZATION AND FAMILY LIFE

1. The Present Situation and Its Effect on the Individual and the Family

Provide information geared to the understanding of children and adults regarding the situation and the reasons behind the many demands made on them. Help people face the facts and prepare sheets with discussion plans. Local representatives of OPS, Selective Service, Civilian Defense, Public Health, etc., can be used. The opportunities for specialized training while in the armed services should be explained and the adjustment problems of the rejected young man should be discussed. Extension programs should encourage more discussion and planning within the family for active participation in local programs, and for the improvement of their own family life.

2. Family Responsibility in the Community in Time of Mobilization

Create awareness of the problems relative to mobilization by local group discussion of the local problems during the last war and plans for avoiding them. Study community services and needs and plan for filling the gaps. The family plan time for participation

in local community actions, organizations, etc. Plan especially for the needs of children. In groups discuss big objectives of National organizations and create tolerance for minor failures and consider methods for improvement.

3. The Family's Responsibility for Increased Production

Help the family plan together how the work will be carried on and homemaking and child care not neglected by dramatizing at group meetings the typical family making a plan together. Plan for the care of children and make mimeographed material available. Organize older women to help with child care. Discuss ways of helping young earners to contribute to the family living and assume responsibility for own expenses and plan for the future.

4. Family Separation

The many adjustments within the family necessary when the husbands, fathers, sons, and daughters go into military service and their personal living problems can be reduced by helping families give their young people training in living away from home - health, sanitation, sex, nutrition. Wives and mothers can be helped to meet their changing roles. Local people can help the young strangers find companionship and recreation.

5. The Moving Family

The families that move to defense or industrial centers can be helped in finding and using community resources. Children need preparation for adjusting to the move. Families having to "double-up" need help in planning for adequate privacy, feeling of privilege and responsibility for each person. Group discussion of how families can be helped with planning and the development of additional extension programs is indicated.

PUBLIC AFFAIRS

The Extension Service, with its long experience in democratic procedures and its close ties with people, has a definite responsibility for helping people understand and participate in public affairs.

The following topics were considered by the conference as especially timely: Citizenship, Health, The Economic Situation and Inflation, Achieving Peace, Civil Defense and Manpower Mobilization.

1. Citizenship

The need for awareness of the privileges and responsibilities of Citizenship is intensified by the current situation. The fact that less than 50 percent of the potential voters in the United States voted in the elections of 1950 indicates the need for attention to this problem.

Extension has a unique opportunity to promote work in this field, through such means as discussion groups, radio, leaflets and training schools for local leaders.

2. Health

Health is of continuous concern - intermeshed with many Extension programs. The mobilization period leads to a need for strengthening and in some cases enlarging Extension's health work with adults and youth, various programs in nutrition, sanitation, brucellosis control and safety, may need to be adapted to meet the emergency situation.

Cooperation between Extension and other agencies and organizations concerned with health is especially important, such as medical and dental societies, nursing associations, hospital boards and public health personnel, to consider how to use local health resources to the best advantage.

Continue to stimulate in men, women and youth an appreciation of the importance of good health. Health consciousness is the first essential to health maintenance and improvement for a mobilization period or at any other time.

3. The Economic Situation and Inflation

In a period when the dollar has a purchasing value of 54 cents compared with the 1939 dollar, and when further inflation is probable, Extension has a responsibility to help people understand what causes inflation and how to meet it. Through such means as leaflets, discussions and radio, information can be given on which people may base decisions regarding spending, saving and investment.

4. Achieving Peace

The shadow of war affects all that we are and do. In home demonstration work, there are many opportunities to encourage women to discuss their great stake in peace, and to discover their talents in helping to achieve it.

5. Civil Defense and Manpower Mobilization

It is important for Extension to help people understand Civil Defense and related programs.

Labor will be in greater demand as the mobilization effort expands. More women will be needed to help attain maximum production in industry and on farms as well as in volunteer work. Extension programs will need to be adjusted accordingly. At the same time homemakers can be helped to evaluate whether or not they should work outside the home and, if so, where and under what conditions.

EXTENSION ORGANIZATION AND MOBILIZATION

Rapidly changing defense situations in which the Extension Service program functions create new organizational problems. Those considered

in this report are: Program Priorities, Training More Leaders, Urban Work, Personnel, and Use of the Mass Media to Reach More People.

1. Program Priorities

Extension will be called on to assist with many educational programs, which will mean an added load for each Extension Worker. Present home demonstration programs will need to be evaluated and priorities designated. State and county staff with help of lay leaders should take part in this evaluation and decision on priorities.

2. Volunteer Local Leaders

In the mobilization period additional leaders will need to be recruited and trained - attention needs to be given to finding leaders who represent different economic and social groups.

3. Urban Work

Urban women are requesting educational programs in homemaking such as are now available to rural women.

Considerable home demonstration work is done in cities in all sections of the United States, but it is not always set apart from the county work. However, cities in 15 States have urban home demonstration work organized as such. The present trend is toward having city home demonstration work a part of the Extension Service organization in the county in which that city is.

If funds and personnel are increased for urban work, there is an unusual opportunity for adapting home demonstration work as it is now being carried on in rural areas, as basic homemaking problems are much the same and differences between rural and urban homemakers are fast disappearing.

4. Personnel

Too few women are taking home economics in college, resulting in a shortage of home economics personnel to fill the demands for professional jobs. Many home economics graduates with background and training for Extension are guided into other professions. More young women with 4-H training and rural background need to be recruited for home economics courses in colleges. Professional opportunities should be pointed out while girls are in high school. Make Extension attractive to prospective home demonstration agents with adequate salary, reasonable hours and good working conditions. Emphasize the satisfactions of working with people. Many married home economists wish to continue their work. Consideration needs to be given to rescinding any ban against them if one exists.

5. Reaching More People via Press, Radio, and Television

Mobilization will affect masses of people, who will need to get information quickly and be ready to take action.

Extension can help to publicize mobilization programs as they relate to homes and families through the press, radio, and television.

DISCUSSION GROUPS

In preparation for this Conference, questionnaires were sent to all States. One question was, "What are some of the more important problems growing out of the present situation you feel we need to consider at this conference." The replies to this question were summarized (see page 49) with the four general headings:

Food Problems

Management of Time and Money

Family Life

Public Affairs and Organization

Reports of these four Discussion Groups follow.

STRENGTHENING HOMES IN THE EMERGENCY

SUGGESTED PROGRAM ADJUSTMENTS

Food Problems

COMMITTEE MEMBERS

Bessie McClelland, Montana, Chairman
Eloise Cofer, West Virginia, Secretary
Frances Arnold, Texas
Miriam Kelley, Kentucky

Elizabeth Tuttle, North Carolina
Evelyn L. Blanchard, U.S.D.A.
Loa Davis, U.S.D.A.
Ola Powell Malcolm, U.S.D.A.

The situation with regards to food seems to fall into four categories:

Importance of good nutrition

Making best use of food dollar

Supplementing food dollar through home food production and preservation

Preparedness for emergency mass feeding

The urgency of these will vary by localities. It is recommended that each State consider carefully its own situation and take appropriate action.

Problem - THE NECESSITY OF MAINTAINING GOOD NUTRITION

Why Problem is Important

1. Good nutrition is basic to all good health.
2. As the value of the food dollar decreases the quantity of protective foods used by the family may diminish.
3. As more mothers work outside the home the time available for meal planning, shopping, and food preparation is curtailed.
4. On farms, labor shortages due to men going to service or into industry, reduces labor available for gardening.

What Needs To Be Done

Resources, Ways and Means

- | | |
|--|--|
| To teach people that there is a relationship between diet and good health, and to motivate them to adopt the practice. | ' Hold community meetings of <u>family groups</u> to consider the ways of improving the nutritional level. |
| To teach people the importance of a state of optimum health. | ' Hold nutrition workshop on State and county level. |
| a. As an added protection when there is a shortage of health personnel. | ' Concentrate effort through various publicity channels to show people how good nutrition can be a physical asset. |
| b. For greater efficiency in performing new and additional tasks. | ' Background materials are available from the Extension Service, Public Health Departments, insurance companies, medical associations. |
| c. To maintain morale. | |
| d. To save medical expense. | |

Problem - TO CHALLENGE INGENUITY OF MEMBERS OF FAMILY IN WISE USE OF THE FOOD DOLLAR

Why Problem is Important

1. Family feels penalized because of high cost of food, restrictions, etc.
2. Many times mother and/or the family earning capacity are blamed.
3. Increase in food costs has put special strain on the family budget.
4. Eating a well planned diet is basic to good health.

5. Alternates, to be acceptable, must fit into the family food pattern.

<u>What Needs To Be Done</u>	<u>Resources, Way and Means</u>
Working on the problem should be made a family adventure.	Market information National Local Marketing economist.
Every member of the family should assume a responsibility in "family food adventure."	Trade - local retailers, wholesalers, handlers, producers. Food and nutrition specialists.
Teach cost comparisons of foods similar in nutritive value in relation to season availability source of supply	Methods: Reach people through Leaders The trade Organized groups - men, women, young Newspaper Radio Television
True economy (1) as to quantity buying in relation to storage space, (2) commercially prepared vs. home preparation	Essential to localize all information, personalize the mass media.
Give family the basic information to study its own problems as to production buying storage, preservation	
Teach recognition and practical use of a good food pattern.	
Same.	

Problem - PLANNED BUYING VERSUS SCARE BUYING

Why Problem is Important

1. Scare buying creates shortages.
2. Planned buying is more likely to provide a balanced diet.
3. Good planning can help prevent spontaneous buying that upsets food budget and diet pattern (often caused by good advertising and salesmanship).
4. Scare buying may result in food wastes if storage facilities are inadequate.

<u>What Needs To Be Done</u>	<u>Resources - Ways and Means</u>
Teach fair play. Build up confidence. Make "black market" buying socially unpopular.	(These resources apply to all problems) Market information - local and national. Food and nutrition specialist. Market specialist. Marketing economist. Food trade - local producers, buyers, wholesalers, handlers, retailers.
Give basic information for planned balanced diets.	
Give buying information to make best use of storage space to fit family needs.	Methods: Reach people through Leaders. The food trade. Organized groups (men, women, youth) Newspapers, radio, television.
Give information on wise buying in relation to seasonal peculiarities of specific products.	Localize the information. Personalize the methods for mass media. Provide buying patterns. Help families adapt all information to their own needs.

Problem - ADJUSTMENT OF FOOD PRODUCTION AND PRESERVATION TO CHANGING SITUATIONS IN FOOD SUPPLY AND AVAILABILITY

Why Problem is Important

1. A good home food supply has increased importance in time of emergency.
 - a. To help keep the family in optimum physical condition.
 - b. To help in the wiser use of the food dollar.
 - c. To provide an emergency store.
2. As women do more work outside the home, production, preservation and preparation time is curtailed.
3. Men going to service and into industry, may curtail home food production.
4. Many families on low or fixed incomes could supplement their food supply by raising a home garden and/or preservation.

<u>What Needs To Be Done</u>	<u>Resources, Way and Means</u>
To re-emphasize a well balanced food production and preservation plan.	Helping families with home food plan.
To bring up to date state plans to include (a) the use of fall and winter	Have each state specialist work out home food plan for their State.

gardening where possible, and (b) home and community freezing and canning facilities.

To improve the quality and variety of food produced and preserved.

To have ready for use, information on available community food preservation facilities.

To keep agents and homemakers informed regarding availability of home food preservation equipment.

To provide marketing information regarding good buys in food for preservation.

To obtain annually information about the kind and quantity of home preserved food as a basis for program planning.

To improve the quality and reduce spoilage of preserved foods.

To have all agencies and groups furnish uniform information on home food preservation.

To inform people on the care needed in safe-guarding freezer food supply in case of power shortage.

Coordinate efforts in food production and preservation with specialists in all relative fields.

(a) Demonstration gardens and tours.
(b) To take advantage of gardening groups to stimulate interest in improved methods and varieties for home food production.

(a) Survey available community canning equipment in use and additional equipment that could be made available.
(b) Survey capacity and services of freezing plants.

(a) Get information on local supply of freezer - canning materials.
(b) Help dealers to stock best available materials.
(c) Exhibits of food preservation materials to be used in county.

Survey home canning, freezing and storage of meat, vegetables and fruits.

(a) Release information on botulism and other food spoilage.
(b) Put emphasis on the increased food value, palatability and safety of food preserved by recommended procedures.
(c) Have a plan for rotating canned and frozen food so that food is consumed while it is still of good quality.

Work through a State committee as State Nutrition Committee to coordinate these activities.

Press, radio, television release to home agent - - - and in some cases to freezer owners.

Problem - EMERGENCY GROUP FEEDING

Why Problem is Important

1. Various disasters can strike any place, any time.
2. The National Civil Defense Committee has an over-all plan but state and local committees will make and direct plans for local activities.
3. The home agent may be one of the few home economists available in many rural areas. She needs to be a part of local planning from the beginning.
4. Home Demonstration Club members because of their knowledge of the community and of their core of organization, can render valuable assistance.

What Needs To Be Done

All State food and nutrition specialists need to know how their program fits into the State Civil Defense plan.

Extension groups need to be informed on the progress of the Civil Defense plan.

Resources, Way and Means

State and county Civil Defense Committees.

Chapter 11 - U. S. Health Services and special weapons A G 11 - 1 (60¢).

Recipes, menus, and food lists for the emergency prepared by the Bureau of Human Nutrition and Home Economics, and published by the National Resources Board (probably available after July 1).

STRENGTHENING HOMES IN THE EMERGENCY

SUGGESTED PROGRAM ADJUSTMENTS

Management of Money and Time

COMMITTEE MEMBERS

Dorothy Simmons, Minnesota - Chairman
Lucille, Rea, Iowa - Secretary
Dorothy Emerson, Maryland
Iris Macumber, Ohio

Louise Young, Wisconsin
Eunice Heywood, U. S. D. A.
Alice Linn, U. S. D. A.
Mary Rokahr, U.S.D.A.

The work group on "Use of Time and Money" suggested substituting management for use since it had broader significance. The immediate problems, importance of them and what Extension Service might do about them were seven in number:

1. Controlling Inflation

Uncontrolled inflation can break the American way of life. To be successful in helping people understand, Extension Administration needs to take leadership and entire staff understand and participate.

2. Improving Time Management

Women's time and energy will need to be released to help with farm work, civil defense, supplementing family income, strengthening home ties and other activities. Home phases of over-all farm labor efficiency programs need to be developed at Federal, State, and county levels. Improvement of houses should continue as they can.

3. Changes in Income and Prices are creating financial problems

Most families want more goods and services than their money will buy and they are not aware of alternatives. Help families with planning and thinking techniques and clarification of goals. Continue and expand outlook, farm and home planning, work with low income and young married people.

4. Buymanship in an Inflationary Period

Buy without resorting to credit if possible. Cooperate with retailers and dovetail buymanship into all educational activities.

5. Some Family Living Commodities will be Scarce

Stress conservation. Keep people informed.

6. Some Service May Be Curtailed

Provide alternate methods of supplying heat, light, etc.
Cooperate with civil defense.

7. Conserve Human Resources

We cannot afford illness, accidents and inefficient use of labor. Cooperate with National Safety Council programs.

Problem - CONTROLLING INFLATION

Why Problem is Important

1. Uncontrolled inflation can break the American way of life.
2. Increasing hardships on low income families and those who have built up savings for retirement.
3. Increasing cost of defense. High national debt.
4. Raises land values and limits long-time improvements in living standards.
5. Farm people benefit on upswing, but suffer on downswing of prices.
6. Cooperation of all people is necessary to check inflation.

What Needs To Be Done

Help people to understand that the real values in American life are not tied to material things - some sacrifices may be necessary to preserve the freedoms we cherish.

Help people to understand factors involved in the current economic situation and develop a sense of responsibility for:

- a. Wise use of income
- b. Increased savings
- c. Curbs in credit
- d. Conserve what we have
- e. Willingness to observe regulation
- f. Higher taxes
- g. Reduce non-essential business spending
- h. Curb public spending

Resources, Ways and Means

Extension Administration needs to give leadership. Entire extension staff must gain understanding of the problem and methods of control. State staff and district conferences.

Incorporate information in all project material

Open meetings and leader training

Develop new and dramatic methods of teaching methods:

- a. Simple posters, charts, and other visual aids
- b. Use playlets, panels, slogans, for youth and adults
- c. Prepare materials leaders can use

Use well-informed college staff

Problem - IMPROVING TIME MANAGEMENT

Why Problem is Important

1. Some farm labor will be called into service or take other employment.
2. Women will need to release time and energy for:
 - a. Helping with farm work
 - b. Community civil defense
 - c. Working outside the home to supplement family income
 - d. Strengthening family ties and developing character and stability of family members.
 - e. Household production such as, gardening, food preservation, sewing, etc.
3. In a defense period it is particularly important to plan time for rest and recreation in order to prevent accidents and sickness.
4. Poor physical arrangements in houses, waste family members' time and energy.

What Needs To Be Done

Reduce time spent on necessary household tasks by:

- a. Using better time and energy saving methods.
- b. Wise selection, arrangement and use of equipment.
- c. Improving houses, storage facilities, installing water, bathrooms, etc.
- d. Providing easy to clean interior finishes

Reevaluate standards of housekeeping to help families make choices in the use of time.

Take household tasks out of drudgery class and make them creative.

Cooperation of family members in household tasks.

Resources, Ways and Means

Develop the home phases in the overall farm labor efficiency program at:

- a. Federal level
- b. State and county level

Have Federal, regional, and State conferences to:

- a. Review developments in recent research findings on work simplification.
- b. Train extension workers in JIT and JMT (Job Instruction Training and Job Methods Training)
- c. To present suggestions for visual aids, traveling exhibits and demonstrations and pertinent types of publicity, experience exchange meetings.

Preparation of attractive and pertinent bulletins, process charts, demonstrations and other visual aids.

Result demonstrations; sewing centers, laundry arrangement, arrangements for care of baby, etc.

Encourage people to improve their housing as they can.

Problem - CHANGES IN INCOME AND PRICES ARE CREATING FAMILY FINANCIAL PROBLEMS - NEED TO CLARIFY CHOICE

Why Problem is Important

1. Most families want more goods and services than their money will buy. Aggravation to this is rising prices.
2. Many are not aware of alternatives, for example, buying vs. making clothes, food and home furnishing items, substituting lower cost items, (stew vs. steak) and wage earning vs. more household production.
3. Unhappiness results from misunderstandings among family members on use of money.
4. New equipment and facilities for the farm business compete with family living for available funds.
5. Purchase of nonessentials diverts resources from more useful purposes.
6. Sound evaluation of needs is different in face of high pressure sales appeal.
7. Teenage youth are handling more money as they take paying jobs.

What Needs to be Done

Thorough family discussion for,

- a. better determination of long time and immediate goals.
- b. analysis of needs and resources to meet goals

Include youth in discussions and planning of money affairs

Improve household and other skills to afford greater alternatives (sewing, baking, etc.)

Spending plans (budgets) and records

Resources, Ways and Means

Farm and home planning techniques - to correlate consumption and production.

Result demonstration

Discussion groups for men and women and youth

- a. case study-decisions of typical family
- b. agree-disagree questions
- c. true-false

Work shop meetings on family financial planning in home demonstration clubs

Talks with 4-H and older youth groups

Use of studies on how families spend

Outlook information

Problem - BUYMANSHIP IN AN INFLATIONARY PERIOD

Why Problem is Important

1. Buymanship is tied up with wants and wants that cannot be met lead to insecurity.
2. Although retail markets attempt to provide all price levels, in an inflationary period low priced merchandise is most quickly affected so that families that buy in low priced brackets need help.
3. Retail markets cater to delux trade in an inflationary period. People in higher income brackets may thoughtlessly add to the spiral.

What Needs to be Done

Help families who are strained financially to buy without resorting to credit if possible or to use credit wisely.

Provide information to help people choose between wants and necessities.

Choose goods and services which will give satisfactions in proportion to the investment.

Help to develop judgment and an ability to shop around so that families can take advantage of sales, second hand stores and swap shops.

To show high income people that buying scarce goods contributes to inflation.

"
Problem - SOME FAMILY LIVING COMMODITIES WILL BE SCARCE

Why Problem is Important

1. Steel, copper, aluminum, nickel, rubber, limited for consumer use.
2. Present supply, refrigerators, stoves, home freezers, canning supplies, T.V., radio, clothing and household furnishings - seem in good supply. Scarcities may turn up in 6 months to a year.
3. Conservation important to,
 - a. Avoid replacement costs
 - b. Avoid difficulties in replacing
 - c. Release critical materials for defense

<u>What Needs to be Done</u>	<u>Resources, Ways and Means</u>
Inform people regarding scarcities that will affect them.	Government agencies (primarily defense) issue current releases. U. S. to State to county to people.
Keep people informed	
Urge conservation of present supplies and equipment	Inform people through regular Extension activities especially demonstrations, discussions, slogans, i.e. "Good care is first aid to defense."
Explain buying now for essential supplies, such as, furnishings and equipment versus hoarding.	Reemphasize 4-H National Electrical and home improvement programs.
Give information on <u>how</u> to care for equipment, furnishings, clothing, etc. (include young people in discussions)	Expand work such as sewing machine clinics.

Problem - SOME SERVICES MAY BE CURTAILED

Why Problem is Important

1. Electricity, gas, water may be curtailed due to bombing or unforeseen emergencies.

<u>What Needs to be Done</u>	<u>Resources, Ways and Means</u>
Provide other methods for supplying heat, light, refrigeration and food supplies	Use civil defense directions and information
Urge people to follow civil defense directions for recommended amounts and types of food and other supplies to be kept on hand	Cooperate with civil defense in training leaders Exhibits and demonstrations at fairs

Problem - CONSERVE HUMAN RESOURCES

Why Problem is Important

1. We cannot afford illnesses, accidents and inefficient use of labor.

<u>What Needs to be Done</u>	<u>Resources, Ways and Means</u>
Education that helps people understand the dangers of physical and mental hazards.	Cooperate with all farm and home safety programs Use National Safety Council ideas for carrying out the program Emphasize national 4-H Safety Program

STRENGTHENING HOMES IN THE EMERGENCY

SUGGESTED PROGRAM ADJUSTMENTS

Mobilization and Family Life

COMMITTEE MEMBERS

Lillie Alexander, Alabama - Chairman
Mary Switzer, New York - Secretary
Hallie Hughes, Virginia
Gladys Gallup, U.S.D.A.
Marjorie Luce, Vermont

Margueritte Briggs, Illinois
Amy Cowing, U.S.D.A.
Hadge Reese, U.S.D.A.
Lydia Ann Lynde, U.S.D.A.

The present period of "emergency" may last a decade or more. Adjustments made should not be mainly temporary, but so planned and made as to develop into permanent assets. By being forehanded we can avoid much damage to families and individuals. The experiences of the last decade show us the danger spots. We have both experience and knowledge for positive planning to deal with them. It will not matter how many the years of defense, if we make them fruitful in human well-being. By strengthening family life now we strengthen for all time.

This calls for planning by State and county extension workers with county councils and committees as to ways and means of helping families make their own plans for this period. By encouraging families to recognize their importance in our National efforts and to feel a part of the concentrated efforts we can reduce some of the tensions caused by general confusion and fear.

The swing from "peace-hope" to "war-fear" has brought new anxiety and increased tension into family life. Children are puzzled and worried. Teenagers feel frustrated and are ignoring usual restraints. Young people are undecided about marriage. Adults are irritable, critical and bitter. Feelings of defeatism are seeping into the family. The work group on family life has considered five of the problems mobilization has brought to rural families: confusion as to the present situation and its effect on the individual and the family; family responsibility in the community in time of mobilization; the families' responsibility for increased production; family separations; and the moving family. The statements listed are only suggestions. A more complete listing can be developed through local group discussion.

Problem - THERE IS CONFUSION AS TO THE PRESENT SITUATION AND ITS EFFECT ON
THE INDIVIDUAL AND FAMILY

Why Problem Is Important

1. Morale is disturbed because of lack of understanding of why we are asked to do things - i.e., draft, saving and buying, etc.
2. Need for appreciation of responsibilities, as well as privileges of a democracy.
3. We fail to face problems in advance or do not try to present them.
4. Certain percent of young people will be rejected by the draft.
5. Spiritual values and trust in self and others are essential for family stability and high morale, in meeting defeatist attitudes.

What Needs To Be Done

Resources, Ways and Means

- | | |
|--|--|
| Get information to people as to reason behind the demands of the present situation. | Prepare one page sheets with plan for discussing problems. |
| Explain value to individual family of some of these responsibilities, i.e., training in the military services; development of special abilities. | As each problem arises, have family discuss it together and make plans. |
| Participation in programs that will lead to protection of homes and families. | Use local people from offices such as OPS, Selective Service, Civilian Defense, Red Cross, Public Health Dept., Bond Drive, etc. |
| Plan to provide opportunities for family members to assume responsibilities within the family group. | Volunteer services to organizations and agencies dealing with protection, health and well-being of people. |
| Help teach people to face facts and prepare for changes. | Use discussion plan "Your Family Can Help in the World Struggle for Peace." |
| Encourage a proper attitude toward work and faith in ability to accomplish work. | Send for bulletin list from: Information Service New State Department Building 21st and Virginia Avenue Washington 25, D.C. |
| Help people become more tolerant and accept human differences. | Use White House Conference material. |
| Information needs to be geared to children, young people and adults. | Make discussion aids available to groups outside of extension. |

<u>What Needs To Be Done</u>	<u>Resources, Ways and Means</u>
Help family and young person adjust to rejection by the draft.	Discuss ways and means to divide work and responsibility within the family.
Help community to understand problems of men rejected by the draft and help them to make contribution in another way.	Ask County Committees to develop loan packets of material on these problems for use at the discussion meetings.
Build up confidence in selves, families, and country.	Give lists to library sources for use in communities.
Build spiritual values in family.	Explain behavior patterns and develop understanding of reactions under various stresses and strains.
	Use discussions or playlets on radio or TV, with local people.
	Plan discussion to include the responsibilities that go with each privilege of democracy, preventing inflation, bonddrives, etc.
	Encourage homemakers to have the family list their responsibilities and contributions.
	Develop discussions on marriage for groups of young people.
	Discussion of reasons for draft rejections, group discussion of how to adjust to rejection. Importance of civilian contribution.
	Refer to service circular #465 for bulletins on family life available from various states.
	When in need of information on particular problems, consult the State or Federal specialist.
	Discussion of the progress the nation has made over past years.
	Increase opportunities for religious experience. Practice religion in home, as a family.

Problem - FAMILY RESPONSIBILITY TO COMMUNITY IN TIME OF MOBILIZATION

Why Problem Is Important

1. Confusion and bewilderment as to what should be done.
2. Lack of understanding of local services such as health and welfare agencies.
3. Lack of preparation for problems that may arise.

What Needs To Be Done

To create awareness of problems relative to mobilization.

Acceptance of idea that the local members can do something about improving services.

Become aware of community needs, such as blood bank, etc.

Develop neighborly attitudes and sense of responsibility for others.

Stimulate positive attitude toward constructive participation in community affairs.

Resources, Ways and Means

Home demonstration and other groups discuss local problems which occurred during the last war, and how to prevent them during this time. Make survey of resources and how to use them.

Urge that young people who are strange in the community, are made welcome in homes.

Participate in community activities, such as recruiting for blood banks, feeding donors, Civil Defense, Bond Drives, etc.

Discuss larger purposes of organizations, create tolerance for minor failures, discuss methods of improvement.

Help establish child care centers and local play groups.

Problem - FAMILY'S RESPONSIBILITY FOR INCREASED PRODUCTION

Why Problem Is Important

1. Additional members of family go to work in fields or industry, new problems of rights and responsibilities of individuals arise.
2. Usual work of family may have to be re-distributed.

3. Young people may overwork, or be exploited.
4. Family needs to safeguard health and safety of members.

<u>What Needs To Be Done</u>	<u>Resources, Ways and Means</u>
Help families make decisions and choices to fit new situations.	Dramatize a typical family making a plan together.
Help family plan together how to carry on work, assume responsibilities for homemaking and child care.	Discuss how we can encourage young earner to contribute to family living; and to take responsibility for own expenses and to plan for future.
Arrange for division of work.	
Prevent exploitation.	Adjust 4-H project to meet increased production needs.
Instill respect for and knowledge of safety and health.	Prepare guide for baby-sitters.
	Use of mimeographed material on taking care of children in groups.
	Organize groups of older women into volunteers for child care during emergency time.
	Make best use of all information and materials on work simplification.

Problem - FAMILY SEPARATIONS

Why Problem Is Important

1. People are not aware of problems which arise when a family member leaves home.
2. Upset of family when either father or mother are away to work or in military service.
3. Parents need help in adjusting to separation and helping young people to adjust to live away from home influence.
4. When fathers are separated from family, children may miss guidance.

What Needs To Be Done

Recognition of probable effects of change in family make-up.

Prepare people to live away from home.

Give young people adequate training in sex and for living outside the family home.

Parents need help in gradually developing independence in young people.

Teaching young people how to use community facilities in other places, and how to get acquainted.

Resources, Ways and Means

Discussion on difficult roles and how to adjust to changing role, i.e., mother's role in father's absence; adjustment to separation in marriage.

Teach young people good health habits, how to select mates, understanding sex problems, i.e., by role playing, use of films, pamphlets, etc.

Encourage community to provide good recreation and organizations to fill the gaps such as "big brother" plans, etc.

Ask other organizations to help plan for bringing new persons, including boys in the service, into community life.

Keep in touch with local boys in the service.

Use discussions with groups of young people on how to get acquainted, how to contribute in new situation, how to use other facilities.

Problem - THE MOVING FAMILY

Why Problem Is Important

1. Families lack roots when they move.
2. Not familiar with community resources and how to use them.
3. Lack friends and family stability.
4. In doubling up of families there may be lack of privacy and misunderstanding as to responsibilities.

What Needs To Be Done

Give help as to problems involved in moving or doubling up.

Make newcomer feel a part of the community. Welcome young strangers particularly to homes, churches, etc.

Stress importance of individual privacy, privilege and responsibility.

Household plan together for care of children.

Plan to help child adjust to new locality, i.e., nursery school, new friends and safety.

Mother needs to know the set-up of child care centers and other community agencies.

Families need to understand real values of active participation in life in new community.

Resources, Ways and Means

Form welcoming committees for new people to make them feel at home and get acquainted with the community.

Family plan, in case of doubling up, for privacy, privilege and responsibility.

Families need to plan together about privileges for use of home, and for sharing responsibilities of work.

Form child study clubs for grandmothers - others for young mothers or for both.

Discussion to bring out common causes of tensions. Ask group to suggest ways of eliminating them.

Give information on child care during the time family is moving.

Discussions with parents on how to prepare child for new situations including importance of maintaining routine and traditions.

STRENGTHENING HOMES IN THE EMERGENCY

SUGGESTED PROGRAM ADJUSTMENTS

Public Affairs

Adjustments in Extension Organization for Mobilization
Personnel

COMMITTEE MEMBERS

Frances Scudder, New York - Chairman
Irene Fagin, California - Secretary
Beatrice Billings, Massachusetts
Alice Carlson, Oklahoma
Lurline Collier, Georgia

Eliza Corbin, Pennsylvania
Clara Ackerman, U.S.D.A.
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Public Affairs, Mobilization, and Related Extension Organization
Problems

This is a time when our democratic form of government needs to a greater extent than ever before the combined wisdom and understanding of all citizens.

The immediate problems of a mobilization for defense need to be recognized by our educational organizations as well as by individuals and responsibility toward them determined.

It is also a time when many people than in the past wish to be informed, useful, and intelligent citizens. Family interests have broadened beyond home and community. People are confused by rapidly changing situations; conflicting reports; policies not generally understood. They want to know where to turn for helpful authoritative information upon which to base their decisions.

The Extension Service with its long experience in democratic procedures and its close ties with people has a definite responsibility for helping people in public affairs.

The problems considered in this report are citizenship, health, cooperation with other programs dealing with Civil Defense and Man Power, and general extension problems relating to programs, personnel and organization.

Problem - TO INCREASE THE AWARENESS OF THE PRIVILEGES AND RESPONSIBILITIES OF CITIZENSHIP.

Why Problem is Important

1. It is fundamental to democracy at all times but intensified by the current situation.
2. It involves understanding other peoples and working with them. It is basic to progress of family, community, nation, and world in a democratic society.
3. The Extension Service by the way it works and especially the H.D.A. by her unique relation to families, offers opportunity for people to experience and practice democracy.
4. There is need for many more people to participate in public affairs - only 43% potential voters voted in 1950.
5. While many are still apathetic about present situation, others are alert to the seriousness of it and are, therefore, ready for a concrete program.

What Needs To Be Done

Develop a program in Citizenship.

Provide increased training in this field.

Help people understand that programs require specific and sometimes technical knowledge.

Intensify programs involving Human Relations; sociology, anthropology.

Encourage Extension groups to see within their own communities the opportunity to know other cultures.

Increase opportunity for people to experience democratic participation.

Help people transfer experience gained in Home Demonstration and 4-H program to effective participation in community and public affairs.

Provide opportunity for better understanding of local, State and

Resources, Ways and Means

Arrange leader training in citizenship:
a. Training Schools
b. Leaflets
c. Discussion Groups

Schedule time at local, county, State meetings for discussion on mobilization and defense.

Give time and consideration to foreign visitors and students. Show interest in their customs. Welcome their participation in meetings and in the community.

Call attention to democratic procedures in the Extension activities. Emphasize leader's role in relation to group.

Encourage:

- a. Tours to governmental headquarters.
- b. Getting acquainted with public officials.
- c. Hold no meetings on election day and make clear reasons for not holding.

What Needs To Be Done

National Government. Encourage people to assume their voting responsibility.

Resources, Ways and Means

- | Give recognition to new citizens
 - | a. those reaching 21
 - | b. foreign groups
- | Some special resources are: Leaders,
| Government officials, college and
| university faculty, well informed
| citizens, other organizations.
- | Help find source material within
| understanding of group.

Problem - HEALTH--RESPONSIBILITIES, RELATIONSHIPS AND ACTIVITIES FOR STRENGTHENING HOMES IN THE EMERGENCY

(Health is a continuous concern, intermeshed with many Extension programs. The mobilization period leads to a need for strengthening and in some cases enlarging Extension's health work.)

Why Problem is Important

1. Health must be maintained—

- a. To meet increased production goals set for an emergency.
- b. To maintain family economic standards.
- c. To achieve physical, mental, and social well being for the individual, family and community.

2. Communities must be prepared to protect themselves and to meet local needs as well as to assist other communities in meeting special health problems that may arise from atomic or biological warfare.

3. Higher prices create difficulty in maintaining healthful diets and other necessities for family health.

4. Greater risks of accident and illness arise from withdrawal of manpower from farms leading to—

- a. Use of less experienced help, rush work, longer hours.
- b. Employment of women in farm work leading to possible neglect of homemaking including preparation of well-balanced meals, child care, and other responsibilities.
- c. Employment of women, children, and older persons in work that may prove heavier than they can stand.
- d. In many areas, reduction in the number of doctors, dentists, nurses, public health workers and others will result from need to meet mobilization requirements.

What Needs To Be Done

(The local situation will determine what needs to be done locally. The following are suggestions.)

Continue to stimulate in men, women, and youth an appreciation of the importance of good health; health consciousness is the first essential to health maintenance and improvement for a mobilization period or at any other time.

Strengthen and unify the health aspects of Extension's current programs including nutrition, 4-H,

Resources, Ways and Means

Establish working relationships with Civil Defense health organization in local area and coordinate emergency programs with this organization and others working with Civil Defense.

Carry on information and education program through such means as the following:

Emphasize health in home demonstration plans; include one or more meetings devoted to it entirely or use other means to keep health a live topic.

What Needs To Be Done Resources, Ways and Means

brucellosis control, safety, sanitation, and others—adapting these programs as it may be necessary and possible in order to meet needs arising from emergency situation; e.g., in biological warfare.

Cooperate with voluntary and public agencies and organizations concerned with health; interpret rural needs to these agencies and organizations; help get programs adapted to special rural needs.

Assist people in learning from civil defense health authorities what role they will be expected to play; help them work out means to carry out their role including special programs for local community protection and for aid to other communities (blood bank, recruitment of health workers—both volunteers and others, mutual aid and mobile support programs).

Cooperate with Red Cross, public health, and other voluntary and public agencies in training programs in home nursing and first aid, recruitment programs, school lunch, safety, and other programs.

Work with medical society, dental society, nursing associations, hospital boards, public health personnel, civil defense workers, general farm organizations, businessmen's groups, and other lay and professional groups—

- a. To find out what local health resources are available.
- b. To find out how these resources might be used to best advantage.
- c. To insure minimum local services to meet local needs including needs for migratory workers.
- d. To plan ahead for meeting needs arising from family or community emergencies.

Prepare or work with others in preparing brief publications; e.g., Nebraska's "Health on the Home Front," Ext. Cir. 1023, 1942.

Use local resource people to help with meetings; e.g., doctor, public health nurse, local director of health activities for civil defense.

Develop score cards or check sheets on dietary practices, personal and family health practices, and medical care including physical checkups.

Have some demonstrations on health; e.g., home pasteurization, clean well water, care in case of cold, selecting meal in cafeteria.

Include brucellosis eradication program in home demonstration and 4-H program where appropriate; vital for family health as well as maximum production.

Support and promote participation in good family and community health practices and programs: home and farm sanitation including preparation for protection against weapons of biological warfare, rodent control; sodium-fluoride dental program, immunization, chest x-ray, cancer detection; survey of local trained people—including those now working and those not employed and including volunteers for World War II period, teachers, nutrition workers, clerical workers and stenographers, first aid workers, and others; survey of local facilities to meet emergency needs as defined by civil defense authorities; explore possibilities for getting the most from available health resources in the community.

What Needs To Be Done

Resources, Ways and Means

Emphasize what individuals, families, and communities can do for themselves to keep well, for example, right food properly prepared, timely and proper care of minor illnesses; adequate medical attention as soon as needed, care to prevent accidents; protection for defense emergency; school health; sanitation; protection against contagious diseases; assuring safe water and milk, helping people understand public health regulations and laws.

Problem - CIVIL DEFENSE - TO UNDERSTAND OUR RESPONSIBILITIES, RELATIONSHIPS INVOLVED, AND WHAT WE CAN DO.

Why Problem is Important

1. The danger is real. We do not know when there might be bomb attack or biological attack. There is a general unawareness of the seriousness of the situation.
2. Rural areas will need to assist the target areas. Areas attacked will depend upon surrounding small cities and towns and farms for protection.
3. National leaders and programs need our understanding on programs designed and agreed upon for our protection. We are responsible as citizens for our own defense and helping with the protection of others.

What Needs To Be Done

Get in touch with civil defense authorities - State and county - to learn about the emergency plans and programs and to keep ourselves informed about them.

Keep skilled persons recruited and alerted for the special civil defense jobs to be done.

Tie in civil defense program with our own extension programs whenever possible.

Assist in locating and developing the persons with skills needed for certain activities. Include recruitment for nurse training, medical aids, and other volunteer civil defense specialties.

Encourage people to support and participate in civil defense programs, such as the Red Cross blood bank. Help people to realize that what they are doing is important, even if small.

Resources, Ways and Means

Statement of policy from the Civil Defense Act.

National and State handbooks; popular pamphlets.

Use persons in agencies handling various special programs - Red Cross, welfare and health departments, medical and dental societies, and civil defense committees. These persons can be used in various extension meetings and other educational methods.

Participation of extension in State and county Civil Defense committees. Help them relate specific activities to local conditions - for example, have mobile blood bank at the town center in the evening, from 7 to 10 p.m.

Preparation of specific materials particularly for rural groups. This may mean helping other agencies prepare them. Emphasize design to aid discussion.

Home demonstration and 4-H organization sponsor or assist Red Cross programs and other special Civil Defense projects.

Problem - TO HELP CONSIDER AND ASSIST WITH MANPOWER MOBILIZATION -
RESPONSIBILITIES, RELATIONSHIPS, AND ACTIVITIES - FOR
MAKING MOST EFFECTIVE UTILIZATION OF MAN AND WOMAN POWER

Why Problem Is Important

1. Labor will be in greater demand as the mobilization effort expands.
2. Many women are, can, or will be wanting to work.
3. We need maximum farm and industrial production. Labor force for agriculture and supplies needs to be protected.
4. Many persons will be needed for civil defense volunteer work. About 70 to 80 percent of civil defense work will be done by volunteers.
5. Employment away from home, and development of rural industries affects community organization and family-community life.

What Needs To Be Done

Women should be recruited and trained to be used in most efficient manner.

Help women evaluate whether or not they should work outside of the home; and if so, where and under what conditions. And at the same time help employment agencies and employers understand the conditions of homemakers which have to be considered in obtaining them for away-from-home work.

Provision for community services and educational information to help working women still meet adequately their family responsibilities.

Keep local community life strong in the face of weaknesses that may arise from large numbers of people working away from home, influx of new people or migratory workers, and less availability of persons as community leaders.

Help develop teamwork between agencies.

Resources, Ways and Means

Encourage establishment of and participate in regular meetings between various agencies and programs so as to develop maximum teamwork.

Make maximum use of volunteer leadership in extension work, and better train volunteer leaders to carry their groups and community responsibilities.

Adjust time of meetings to the time of work shifts and other factors in order to accommodate the most working people.

Encourage and aid high quality of local meetings and programs, to keep them strong.

Help develop good living programs among people in migratory labor camps and on farms.

What Needs To Be Done | Resources, Ways and Means

Help new families find their place
in the community.

Help women and men understand farm
adjustments to increase production
in relation to manpower needs, so
as not to overwork the family.

Problem - ECONOMIC SITUATION AND INFLATION

Why Problem is Important

This is a complicated issue and it is hard to get accurate information
in understandable form.

The 1951 dollar has a purchasing value of 54 cents compared with the
1939 dollar. Amounts of production and expenditures of income and credit
are unbalanced. Further inflation is probable.

What Needs To Be Done | Resources, Ways and Means

Help people understand what causes
inflation and how to meet it.

Give them information on which to
base decisions regarding saving,
spending, and investment.

Radio
Leaflets
Discussion Guides
Extension prepare discussions for
use by other agencies and groups.

Problem - ACHIEVING PEACE

Why Problem is Important

The shadow of war affects all that we are and do.

What Needs To Be Done | Resources, Ways and Means

Women have a great stake in peace.
Help them to recognize their
responsibilities in this regard
and the unique contribution they
can make.

Discussion Guides
Simplified material which will en-
courage homemakers to discuss how to
avoid wars and to discover their
talents in helping to achieve peace.

Problem - SHORTAGE OF HOME ECONOMICS PERSONNEL

Why Problem is Important

1. Too few young women are taking Home Economics in college.
2. Home Economics graduates with good background and training for Extension are guided into other professions.
3. Heavy Extension programs sometimes cause frustration, tension in Home Economics extension workers. Extension workers sometimes give the impression of long hours and overwork and not enough time for relaxation.
4. Present emergency situation - more marriages and births. Workers leave their jobs.
5. Need for car in Home Demonstration work - car shortage and expense involved.

What Needs To Be Done

Recruit more young women with 4-H training and rural background into Home Economics courses in colleges. Professional opportunities need to be pointed out in high school.

Develop good working relationships between Home Economics Extension and College Home Economics Department.

Make work attractive. Point out to prospective workers the satisfactions of work. Do not play up hard work, long hours. Home Economics Extension workers should live their profession - high standards - set good example in personal appearance.

Many married home economists wish to continue their work. Consideration needs to be given to rescinding any ban against their employment if one exists.

Adequate salary to justify purchase of car or have car furnished.

Resources, Ways and Means

Home Economics Department in High School

4-H Clubs

Home Demonstration Clubs

State Home Economics Association

Collegiate 4-H Clubs

Brochure - Career leaflet

Slides

Radio

Newspapers

American Home Economics Association employing a staff member to work on plans for recruiting more Home Economics in college.

Problem - GIVING PRIORITIES TO OUR VARIOUS PROGRAMS AND RELATED WORK

Why Problem is Important

1. During this defense mobilization period, Extension will be called upon to assist with a variety of educational programs. This will mean an added load for each Extension worker.
2. People expect extension programs to fit in with emergency programs.
3. Homemakers have an increasing understanding of the job of the home demonstration agent and are keen in seeing how our educational programs can assist with the mobilization effort. The judgment of these leaders is sound and practical. They are alert to local needs and the current emergency situation.

What Needs To Be Done

Evaluate our present program and related work in terms of their effectiveness and need during the mobilization program.

Designate priorities.

Decide what programs (or phases of programs) and other work are not as important and which might be reduced temporarily.

Spell out the Red Cross, Civil Defense, farm labor, etc. programs.

Change emphasis on "regular" programs keeping them currently up to date.

Adjust schedules of State and Federal subject matter specialists so that more time may be spent in preparation for informational material re emergency.

Encourage staff to apply principles of work simplification to their own job.

In view of demands for voluntary services and many "extras" consider reducing the number and length of meetings.

Resources, Ways and Means

State and county staffs with help of lay leaders take part in this evaluation and decision of priorities.

Continue the flow of informational letters from Federal specialists to State specialists who may localize the information and send on to home demonstration agents.

Plan for definite time in office each month, preferably consecutive days.

Consider sectional or regional county meetings. Work out methods of reaching larger number at fewer meetings.

Discuss what to keep and do vs. what to drop with the State and county councils, or subject matter committees (made up of local leaders, agents and specialists).

<u>What Needs To Be Done</u>	<u>Resources, Ways and Means</u>
Specialists will want to devote more time on methods when training leaders in view of above.	
Depend more upon experienced volunteers in conducting meetings.	
With these qualities of leadership Extension can generally depend on the judgment of these homemakers as one criteria for putting first things first.	

Problem - HOW TO REACH MORE PEOPLE VIA PRESS, RADIO AND TELEVISION

Why Problem is Important

The urgency of mobilization problems means that the masses of the people must get information speedily and be ready to take action when it is needed. Press, radio and television are set up to reach large numbers of people quickly and in their own homes.

What Needs To Be Done

Information on mobilization measures as they affect the home, together with ways of meeting mobilization problems needs to be printed in thousands of small newspapers and given over thousands of radio stations. Information needs to be given in as many ways and through as many publications (from processed news letters to printed house organs, Sunday School papers, commercial hand outs, and magazines) as possible.

Some of the above will furnish material for magazines and radio programs reaching a wider circle of people. Home demonstration work reported in State, regional and national magazines, newspapers, radio, and television programs support the work at the local level and give it prestige.

When addressed to the general public either in printed publications or on radio or television programs, extension programs can well be tied in with major mobilization programs of other agencies.

Information needs to be geared to the group of people to be interested. All facts available on readability, where people get ideas, what reaches those who do not read (for example place of pictures or radio) and such information needs to be made readily available and incorporated into practice.

Resources, Ways and Means

Stimulate and train local women to report activities through press and radio.

Establish a policy of cooperation with those in charge of printed publications, radio and television directors.

A plan for a brief exchange of good stories from local and State sources into National channels and stories on national programs into State and local channels for localization.

Establishing a policy of cooperation with editors, writers, and station directors in publicizing the general mobilization program.

A thorough acquaintance with other related mobilization programs and those in charge will disclose many opportunities for correlating general objectives and activities.

Studies being made in Federal office, colleges, advertising agencies, magazine research bureaus, and such organizations can be brought to all extension workers through news letters, house organs, letters and conferences.

Program planning conferences can give some thought to suitability to dissemination by mass media.

The activities can be planned to furnish good copy. For example, a farm and home demonstration which will give a good feature story, a woman trained to give a good method demonstration which might furnish a television program.

What Needs To Be Done

The extension program itself needs to include elements which lend themselves to use in mass media. The program needs to be stated in terms which indicate its appeal to the general public.

Resources, Ways and Means

Local newsletters help to disseminate information to more people to feed newspaper columns and radio programs.

Problem - HOW TO REACH URBAN POPULATION

Why Problem is Important

Urban women are requesting similar educational programs to that received by rural women and need it equally as much, since basic homemaking problems are not peculiar to rural homemakers. Differences between urban and rural homemakers are fast disappearing.

What Needs To Be Done

With present funds and personnel:

- (1) Confer with proper local governmental representative.
- (2) Form an advisory committee (with county agent, home demonstration agent members) whose job is:
 - a. Discuss programs, policies and procedures.
 - b. Have representation on the county advisory council for home demonstration work.

With new expansion of funds and personnel:

- (1) Confer with proper local governmental representative.
- (2) Form an advisory committee with county agent and home agent included as members whose job would be to:
 - a. Secure funds.
 - b. Establish local office.
 - c. Employ competent personnel.
 - d. Outline procedures, policies, and program.

Resources, Ways and Means

Use all mass media methods (radio, television, house organs, newspaper, releases, pick-up leaflets at stores, magazine articles, exhibits, etc.) to keep large part of population informed of educational program.

Cooperate with stores, chambers of commerce, Better Business Bureaus, and other groups such as Women's Clubs, church groups, PTA's.

Outlined in Report of Urban Home Demonstration Work, 1946.

Problem - DEVELOP AND TRAIN COMMUNITY LEADERS TO PLAN PROGRAM AND CARRY OUT
PROGRAM

Why Problem is Important

1. At the time of our mobilization effort and rapidly changing conditions, an effective Extension program is needed to keep people prepared to meet emergencies.
2. It is important to reach all parts of the population.

What Needs To Be Done

Additional leaders need to be recruited. They need to be trained and prepared to plan and help carry out a flexible program which will meet these needs as conditions change.

Leaders need to know what is happening which effects the families in their communities.

Leaders need to know how to effectively and quickly get information to everyone in their communities.

Resources, Ways and Means

Leaders need to be found in each community representing different economic and social groups.

Leaders are informed and trained by:

- a. Giving them responsibilities.
- b. Group meetings for discussion.
- c. Giving them information regarding services of other organizations and agencies with whom they may cooperate.
- d. Making available to them publications which are direct and simplified.

Discussion Group No. I.

What adjustments are needed in home demonstration programs relating to Family Life?

In preparation for the conference the Federal Extension Office sent a questionnaire to all States. One of the questions was, What are some of the more important problems growing out of the present situation you feel we need to consider at this conference?

A summary of replies to this question relating to the field of Family Life follows. Included are problems having to do with: Morale; Stability; Tensions and Pressures on the family; War Work; Military Service; and Special Problems Affecting Youth.

General

1. Family life problems and adjustments.
2. Strengthening family relations.
3. Changes in family living.
4. Keeping home life strong and wholesome.
5. Building a meaningful family life.
6. Home and community safety.
7. Broken families.
8. Problems of housing.

Morale

9. Maintaining good morale - give us suggestions to give women to help build family morale.
10. More emphasis on mental hygiene for good morale and to prevent types of war hysteria such as hoarding, defeatist attitude, erratic statements.
11. Anxiety and strains due to uncertainties now and in next years ahead.
12. Homemakers' responsibility to maintain homes that will relieve some of the hysteria of the war situation.
13. Normal living in a time of uncertainties and fear.
14. Security within family group.
15. Lack of family stability.
16. Tensions are ever present.

Note: For Home Economics Extension Workers' Conference: Strengthening homes in the Emergency. April 25, 26 and 27, 1951.

Discussion Group No. I. (continued)

War Work and Military Service

17. Husbands and sons in service.
18. Families living under tension and homes disrupted by selective service.
19. Care of small children when women work.
20. Many homemakers going into war work and hospital programs.
21. Reactivating training fields and defense plants may call more homemakers from the home.

Youth

22. Adolescents working and going into service.
23. Insecurity of youth.
24. Young marriages.
25. Helping youth adopt a wholesome philosophy and overcome their feeling of insecurity.

Methods

26. Joint training conferences for men and women on family life problems and counseling.

Discussion Group No. II.

What adjustments are needed in home demonstration programs relating to Public Affairs and Organization.

In preparation for the conference the Federal Extension Office sent a questionnaire to all States. One of the questions was, What are some of the more important problems growing out of the present situation you feel we need to consider at this conference?

A summary of replies to this question relating to the field of Public Affairs and Organization follows. Included are problems having to do with: The National and International Situation; Citizenship; Cooperation with Other Agencies such as Civil Defense, Red Cross; Public Health; General Education and Extension Programs; Extension Personnel Problems; and Organization.

National and International Situation

1. Understanding of the national and international situation.
2. How do we learn to separate truth from propaganda and politics.
3. How to clear up confusion concerning national objectives and means of attaining them.
4. The confusion of the people who want to understand the world in which they live.
5. Helping people understand the present emergency.
6. Helping people to avoid fear and frustration.
7. Ways that we can more effectively assist groups in study of problems before the United Nations.
8. The place and function of home extension staff and program in the reorganization of agencies in Department of Agriculture. There is a very large amount of grains, especially wheat now in storage (some spoiling) that cannot be moved because of shortage of box cars. This situation is causing people to question the need of a food production program. What can be done to overcome this reluctant attitude. There is growing tension and anxiety among people. What can we do to help meet this unrest?

Citizenship

9. Citizenship problems are intensified by the present situation. (mentioned again).
10. Develop a realization that the world situation is something that each one must try to understand and each one should realize the responsibility for world citizenship. (mentioned three times).

Discussion Group No. II. (continued)

Cooperation with other Agencies such as Civil Defense,
Red Cross, and Public Health

11. Make contribution to civil defense.
12. Clarification of what mobilization job is.
13. Clarification of extension place in mobilization.
14. Are we doing enough to answer civil defense demands of us? This State has not been told what to do in the women's field. Are we expected to study civil defense releases and to make such contributions as we can make? Canteen, fire protection, showing atomic bomb movie are some of the possibilities.
15. We cannot rush about and organize a program and train people after disaster has struck but that is the job we must do now. It is a job of intensive public education.
16. Red Cross training programs and other programs requiring more time of home demonstration agents.
17. Relationships with various agencies concerned with the war effort.
18. Reduction of medical care and nursing. (mentioned twice).
19. Preparation for emergencies, health facilities, special importance of health.

General Education and Extension Programs

20. Organize a program of intensive public education.
21. Extension program to fit in with programs of emergency organizations. (mentioned three times).
22. Correlation of adult and 4-H programs.
23. Difficulty of getting women to want fundamentals in their programs. Even in face of conditions many do not see beyond the frills.
24. Call attention to value of home economics extension as a real contribution in present emergency. (mentioned again).
25. It appears that the fundamental principles around which Extension home economics programs have always been developed must be glamourized.

Discussion Group No. II. (continued)

Extension Personnel Problems.

26. Shortage of personnel - war work - higher wages.
27. Extension personnel problems if military needs increase.
28. Extension personnel changes among workers who are able to get better salaries other places.
29. Defense jobs offer high salaries to extension personnel.
30. Urban extension work - need to increase federal appropriation for this extension of work.
31. Consideration of a home economist at the Federal office to serve in liaison capacity, or public relations role, who would work with other Federal agencies and national organizations affecting the welfare of rural and urban people as a whole.

Organization and Methods

32. With the numbers of new homes and babies, how can they be reached except through TV.
33. Development of simple subject matter and help in methods of using personnel we now have to do this kind of work which we will be expected to do.
34. Homemakers will be going to work in mills and factories and methods other than meetings will have to be used to reach these folks.
35. New Nation-wide program with mass approach.
36. Reaching more people.
37. Developing and training more leaders.
38. We need simplified materials, study guides and help in training leaders.
39. There is a problem giving home advisors the special training needed in the many areas which would be helpful in this emergency. Simple publications on many of these subjects would also be extremely helpful.
40. What are the best methods of making people aware of the present situation, not to confuse or alarm them?
41. The need for understanding the principles of democratic procedure.
42. Keeping people informed of the rapidly changing situation including ourselves.

Discussion Group No. III.

What adjustments are needed in home demonstration programs relating to the Use of Time and Money?

In preparation for the conference the Federal Extension Office sent a questionnaire to all States. One of the questions was, What are some of the more important problems growing out of the present situation you feel we need to consider at this conference?

A summary of replies to this question relating to the Use of Time and Money includes: Consumer Education, Inflation, Income Management, and Shortages.

General Consumer Education Not Including Foods.

1. Emphasis on efficient use of time and energy.
2. Need for consumer buying information in fields of clothing and house furnishings.
3. Clothing construction needs because of high prices. (mentioned twice).
4. Conservation programs, clothing and home furnishings.
5. Consumer problems of families in the first three stages of the family cycle: Beginning, young children, adolescent children.
6. We should have consideration of how we can more effectively teach consumer problems. (mentioned twice).

Inflation

7. Problems caused by increased industrial production.
8. What do mounting costs do to standards nowadays.
9. Inflation problems (mentioned 5 times).
10. Inflation, high prices, attitudes on taxes.
11. Responsibilities of individuals to help avoid inflationary movement.
12. Continued rising cost of living. (mentioned three times).

Income Management

13. Time and money management. (mentioned twice).
14. Wise use of available money.
15. With more women working, the family income will be greater. Continued emphasis on management of families' income with attention to savings.
16. Emphasis on family financial planning.

Discussion Group No. III (continued)

17. The threat of a lower level of living due to rising prices and its effect on families.
18. Problem of securing sufficient income and spending it wisely.

Shortages (Equipment, Materials, Farm Labor)

19. Shortages of equipment.
20. Emphasis on conservation.
21. Efficient use of materials and equipment where shortages exist.
22. Shortages of goods and services.
23. Conservation of material resources. (mentioned twice).
24. Meet problems of scarcity, do not hoard.
25. Shortages of farm labor. (mentioned twice).
26. Effect of farm labor shortage on farm family.
27. Man power shortages, farm labor particularly.
28. Labor shortage, women and girls work on farms.
29. Migratory farm labor problems.
30. Population shifts (mentioned twice).

Discussion Group No. IV

What adjustments are needed in home demonstration programs relating to Food Problems?

In preparation for the conference the Federal Extension Office sent a questionnaire to all States. One of the questions was, What are some of the more important problems growing out of the present situation you feel we need to consider at this conference?

A summary of replies to this question relating to Foods includes Health and Nutrition; Food Production and Preservation; Consumer Problems Relating to Food Buying; and Group Feeding.

Health and Nutrition

1. Necessity of maintaining good nutrition.
2. Special importance should be given to health and nutrition.

Food Production and Preservation

3. Production of as much food as possible.
4. Plan a food production and conservation program on the minimum number of basic principles, and adapt same to each region.
5. Special importance of food preservation.
6. Conservation program -- foods.
7. Obtain adequate allocation of necessary materials to supply the needed equipment for food conservation in all of its phases.
8. Bring up to date recommendations, specifications, and equipment needed for community canning centers.
9. That the large increase in the number of home freezers shows that we need to know how to hold the food in freezers by use of dry ice or otherwise in the event of power failure.
10. The kinds of containers for all kinds of food conservation should be standardized as to size, shape, and closure with a limitation on the number of sizes by all manufacturers in order to conserve needed materials and at the same time make some containers and their parts interchangeable in case of necessity.

Consumer Problems; Food Buying

11. Consumer problems. We should have consideration of how we can more effectively teach consumer problems.
12. High food prices.

Discussion Group No. IV. (continued)

Group Feeding

13. We should know now what plans the government has made for the feeding of people in disaster areas. If concentrated foods, dried or otherwise are to be used, training schools should be given extension specialists and similar personnel in the preparation of such foods. The recipes for the use of such food should also be translated into Spanish (colloquial Spanish) and into the languages of other nationality groups that exist in the county.

Methods

14. Consider means of teaching nutrition in a new dress. Joint foods and nutrition committees of extension men and women to bring together broad nutrition programs, balance between production of foods, preparation and consumption.

Economic Problems Families are Facing

by Gertrude Weiss, Head, Family Economics
Division

I. Recent increases in consumer prices
Percentage increase from March 1950 to March 1951 in Consumer Price
Index (Revised Series).

Food	+ 15.
Clothing	+ 10.
Rent	+ 4.
Housefurnishings	+ 14.
Total	+ 10.

All are above previous high point of 1948.

II. Percentage distribution of families by 1949 money income

under \$2,000	27.
\$2,000 - \$4,000	41.
\$4,000 - \$6,000	20.
\$6,000 and over	12.

III. Increase in number of earners

Four in 10 families had more than one earner (1949).

Six in 10 families in \$4,000 - \$6,000 income group had more
than one earner.

IV. Groups most affected by increases in living costs

Retired people (about 8 million).

Families on small farms lacking opportunities for off-farm employment
Others with fixed incomes.

V. Pressure on homemakers

Volunteer activities.

Helping on farms because of labor shortage.

Paid employment away from home.

One city wife in 4 employed as of 1949 (most recent report).
19 million women in labor force, estimate for March 1951. This
is up about 1 million over March 1950, but about 1/2 million
short of 1945 peak. Most of the recent increase has been from
women over 35.

VI. Problems for home economists

(1) Adjusting family living to the current situation.

Changes in the standard of living.

Quality, supply, and price of consumer goods.

Efficient housekeeping.

(2) Assisting homemakers to evaluate their alternatives.

Costs of paid employment.

Money value of home production.

(3) Community programs and problems.

New towns and new industrial development.

Families that move.

Services for employed women.

SPECIALISTS' BACKGROUND STATEMENTS

Evaluation of Current Problems

The conference group was furnished the statements that follow by Federal specialists and Dr. Gertrude Weiss, Head, Division of Family Economics, Bureau of Human Nutrition and Home Economics. These statements highlight national situations. A given State situation and point of view was incorporated by having a Federal and State specialist together, present significant problems to the entire conference group. These problems were then further analyzed, solutions and ways and means of attacking them suggested through the group discussion technique and the reports developed which appear on pages 14 to 48.

Evaluation of Current Problems in Relation to Defense Mobilization - Clothing

Alice Linn

I. Inflation

During a period of inflation lower price lines in ready-to-wear are dropped and quality deteriorates in given price lines. More money is spent by the family for clothing if they continue to wear the same kind of clothes. At the same time the family may need to squeeze the clothing budget for the sake of adequate food. Families in different income levels and in different stages of the marriage cycle have different problems.

1. Low income families - clothing the school children is often a major money problem.
2. Young families who have established homes during high prices. Many have no savings. Socially, clothes are important to them.
3. Higher income families who are adjusting to maintain standards of living. These homemakers may wish to tailor their own suits to keep quality in their clothes.

Does the Extension Worker need to look at the clothing problems of such groups separately? Does their time available for sewing vary? Do their desires for high quality in cloth and workmanship vary?

II. Use of homo agents' time if added duties are given her.

Can some of the home economist's time be freed by turning over even more of the teaching of home sewing to local leaders? Home sewing in the home demonstration program has doubled since 1942. We have many recently trained leaders. Will they take more responsibility and give more time? Would it be an opportunity for community service? Will young homemaker groups accept older leaders outside their groups? Or should the older leaders train young leaders? Could older 4-H girls and junior leaders be used?

III. Teaching buoymanship and planning more effectively.

- a. Do we need better discussion techniques?
- b. Do we need closer cooperation with retailers?

IV. Teaching children's clothing.

Young homemakers frequently give help on children's clothing as one of their first needs. Yet they don't come to meetings. Is it really a money problem to them? Do we need different methods in offering help?

CONSUMER FOOD MARKETING EDUCATION - Loa Davis

The consumer food-marketing education program provides information for food shoppers to help them purchase the family food most effectively. It developed better food-buying practices and more efficient care and use of food in the home.

The Extension Marketing program has as its goals increased efficiency in the marketing structure of agricultural commodities and improvements in the utilization of such commodities. It is carried on with farmers, first handlers, wholesalers, retailers, and consumers.

"To aid consumers in becoming more discriminating and more skillful in buying and using farm products," is one of the three parts of Extension's objective in marketing as stated by the Committee of State Directors of Extension and Deans of Agriculture which met in Chicago October 9-10, 1950.

"Changing conditions have brought adjustments in many Extension Marketing programs. They were developed when impending surpluses were a dominant factor in the market situation and expanding the market for farm products was very important. Now there is urgent need for careful utilization and economy in the handling of food and all farm products ...

The understanding that consumers have of selection, care, and use of food can make food supplies go farther and be more nutritious. Good buymanship and rational buying will give the consumer more and better food for her dollar." From Report of Seventh Meeting Extension Marketing Committee March 14-17, 1951.

In the field of Food Marketing Education, Extension has a responsibility to both Rural and Urban families. Most rural people buy part of their food supply. We have an opportunity to help them with this phase of their food problem.

Families living in small towns do some home production and some buying.

Urban people buy most of their food. Their marketing habits, storage problems, etc., will differ from the above groups. We need to analyze these.

Urban people must be reached quickly with current market information. This means considerable adaptation of Extension methods and techniques to reach people in the densely populated areas.

County and Urban Home Demonstration Agents need to know market situations and possible food supplies and shortages. They have real need to be "in the know," as to source of information on National programs that affect food supply, regulations, and defense efforts.

MOBILIZATION AND FAMILY LIFE
Lydia Ann Lynde

"You cannot put 3 million men under arms and add other millions to the labor force without creating strains and stresses that tear at the fabric of our American way of life." - General George Marshall.

The present period of "emergency" may last a decade or more. Adjustments made should not be mainly temporary, but so planned and made as to develop into permanent assets. By being forehanded we can avoid much damage to families and individuals. The experiences of the last decade show us the danger spots. We have both experience and knowledge for positive planning to deal with them. It will not matter how many the years of defense, if we make them fruitful in human well-being. By strengthening family life now we strengthen for all time.

Dangers -

1. Family separation
Absence of husbands, or fathers may bring loneliness and emotional disturbances that result in child neglect, juvenile delinquency, nervous and mental breakdowns.
2. Moving the family into crowded areas
Tearing up roots, moving away from friends and relatives, means turning to new people and agencies for backing and help in communities not equipped to give help. The lack of the usual stabilizing influences.
3. Production increase
Serious concentration of labor in industrial areas resulting in health, school, and other social problems. Longer hours of labor, less help on farms.
 - a. Women employed or working in the fields, neglect of children (lack of both care and guidance) and homemaking.
 - b. Employment of youth - teenagers tend to leave school, have too much money to spend, may overwork.
 - c. Older people needed for employment and for volunteer aids in community services. Volunteer services may find it difficult to meet the needs.
4. Military training
bring many young men into limited areas
Competition for the company of girls and young women. Possible lowering of moral standards, illegitimacy, and venereal diseases.

5. Confusions as to the present situation and its affect on the individual and the family
- Swing from peace-hope to war-fear. Defeatism. Teenagers 15 to 18 restless or listless, despairing and frustrated, ignore usual restraints, acquire "get what you can" attitude. Children puzzled and worried, behavior irregular. Adults tense, critical, irritable, bitter, looking for a sure-fire "ism" to straighten out the world upset. Young people undecided about marriage.

EVALUATION OF HOME MANAGEMENT PROBLEMS IN RELATION

TO

DEFENSE MOBILIZATION

- Mary Rokahr

I. How to manage family finances

1. What to do to counteract inflation.
2. How to make money go as far as possible with rising costs of living
3. How to buy to secure values
4. Attitudes and actions to take toward rationing, hoarding and taxes
5. How to provide pay jobs for young people and train them for same
6. How to help young married couples and low income families whose financial management problems are at a peak.
7. How to strengthen production and consumption planning on a family basis.
8. How to include children and youth in solving family financial problems
9. How to teach people to think through their own financial problems and reach decisions keyed to current and long-time plans.
10. How to help homemakers place economic values on their time and evaluate alternate uses.

II. How to use time and energy

1. How to help families develop efficient work situations to increase production in the home and on the farm
2. How to make best use of abilities of youth, aging, and handicapped
3. How to teach and inspire people to want to improve their methods of doing daily tasks
4. How to improve and add to visual aids in this field
5. How to make use of known information on likes and dislikes in performing housekeeping jobs and to improve same.
6. How to make use of and put into action, recent research findings on work simplification

7. How to establish and make use of result demonstrations to spread simple time management practices to general public
8. How to evaluate present 4-H Club programs such as 4-H Farm and Home Electrical Project and Home Safety to increase production and conservation
9. How to help women to decide for themselves when to take pay jobs outside of home

III. How to buy

1. How to maintain family living standards with mounting costs
2. How to judge values under changing conditions
3. How to know when and where to buy
4. How to know when and where to express needs as consumers on changing quality of goods, rationing if it arises, scarcities by areas and price controls.
5. How to use information provided on labels and improve same
6. How to help families look ahead and decide their "musts" as scarcities and priorities become greater

IV. What and how to conserve housing, household equipment, and furnishings

1. What are specific ways to make refrigerators last longer, keep rugs in good repair, and make rubber products last, keep autos in good running order, keep house in good repair, etc.
2. How to decide when it is better to repair or refinish, or put up with the old
3. What are some of the factors that must be considered in deciding use of time in conservation of household goods.
4. How to teach children and youth values in good care of what one has.

Important Problems in Foods and Nutrition Growing Out of Present Situation

Dr. Evelyn L. Blanchard

As leaders in a community we need to help families think through the following problems and decide on the best solution for them.

1. How to spend the food dollar wisely.

What can be substituted for food that is short or too expensive?

2. How much food should be on hand for emergency use?

If we are to prepare for catastrophe, how much and what kind of food should be on hand and still not hoard?

3. Is a home garden practical? If so, what should be included in it?

4. What should be canned and/or frozen to help supplement the home food supply? Is home food preservation practical?

5. What shortages may be expected in foods and related supplies?

Is rationing likely, and if so, what foods will come under control?

6. How can food waste best be prevented in the home?

7. What quick methods of preparation can be suggested?

8. How are people to be fed in our community in case of a catastrophe?

What can each individual contribute?

HEALTH EDUCATION FOR HOME DEMONSTRATION WORK DURING THESE TIMES 1/

"A strong, healthy, working population is as essential as a strong fighting force." 2/

A recent survey of the Bureau of Agricultural Economics indicated that in 1948 farm operators themselves lost 80,000,000 man-days on account of illness, and 17,000,000 man-days on account of accidents. These amounts of losses we cannot afford in any year, and particularly not during these times.

Problems Faced. Rural families today are facing several problems and factors with respect to human health. The most important of these are:

1. Longer hours of work, and more work by women and children. These mean greater fatigue, less community life, higher probability of illness and neglect of treatment.
2. Greater danger of accidents due to rush work and to less experienced help.
3. Difficulty in maintaining healthful diets during times when adjustments are being made to higher prices and other food situations.
4. Mental tensions and stresses arising from anxiety about members of the family in the armed services, disturbances to meeting family goals, and worry about uncertainties of farming operations and jobs.
5. Difficulty of medical care, occasioned by less availability of doctors, hospital space, higher costs, reduction of public health services in order to help keep governmental budgets within limits, and inadequate understanding about home medical care. Nearly one-sixth of the families in the United States today were formed since World War II.

1/ Prepared by E. J. Niederfrank and Helen L. Johnston of U. S. Public Health Service, for the Home Demonstration Conference on "Strengthening Homes in the Emergency" Washington, D. C. April 1951. The purpose of this short statement was to point out some ideas and suggestions for including health education in Home Demonstration work to help meet the needs of defense. The ideas and suggestions mentioned are of over-all nature for the home demonstrations program as a whole in all the States, rather than being designed particularly for the State extension health education project, which are found in about one-third of the States.

2/ Dr. Leonard L. Scheele, Surgeon General, U. S. Public Health Service.

Good health is a family concern. It is as important for men as for women and children, because when the breadwinner of the family goes down, the security of the entire family is jeopardized. The man of the house should also be concerned about the health of the other members of the family. For when their health is affected, it affects him in various ways, including his pocketbook. Facts and experience show that men are more subject to illness and more neglectful of medical care than women. Chronic diseases, such as cancer and heart disabilities, strike men more frequently than women. In 1950 more men died of cancer than women. Good health or poor health affects persons, families, and communities. These are times when we cannot afford to risk the above hazards and problems.

Suggested Points of Emphasis

1. Stress appreciation of the importance of good health. The first essential to health maintenance and improvement is a health consciousness. Help stimulate it - in men, women, and youth. Help plan for it in agriculture and 4-H programs as well as in home demonstration work.
2. Stress preventive individual and family health practices - good nutrition, physical check-ups, immunization, and prompt medical attention as needed. Teach good home medical care. Promote and teach farm and home safety.

Our main emphasis must be on keeping well. Stress those things that each family and community can do for itself.

Especially, point up the health aspect in all extension programs that relate to it. Various extension programs contribute to health in one way or another - nutrition, sanitation, animal disease control, farm labor education, operation of machinery, family-community life and recreation. Point out the health objective in all these, at the same time that other objectives are included.

3. Encourage people to make the best use of already-available resources, and to plan ahead what they might do in case of accident, sudden illness, or other emergency.
4. Promote and protect the good health of the community - school health, sanitation, promote attention to and protection of other persons from contagious diseases to prevent epidemics, secure good water and milk, popularize public health regulations, help people know about new or proposed legislation affecting health.
5. Help rural people keep informed about emergency Civil Defense programs and special protective measures, and to do their part on such programs as blood bank, blood typing, first aid, home nursing, and recruitment of medical aids.

The main thing is to keep well - all members of the family. This means the right food properly prepared, timely and proper care of minor illnesses, adequate medical attention as soon as needed, carefulness to prevent accidents, and protection for defense emergency.

Some Specific Suggestions For Doing The Job

Below are a list of more specific suggestions as to methods or activities. Some may be primarily for the State level, others county home demonstration councils and individual Home Demonstration clubs can use in one way or another.

1. Publication and distribution of a short bulletin, such as Nebraska's "Health on the Home Front". Extension Circular 1023. 1942.
2. Promote emphasis on health in Home Demonstration Club Yearbook plans, include one or more meetings devoted to it entirely.
3. Stimulate and improve school lunch programs.
4. Annual physical check-ups of family members.
5. Sanitation check-ups on farmsteads; rodent control.
6. Include Brucellosis eradication program in Home Demonstration program. This is vital to both maximum production as well as to family health.
7. Have a meeting on how families can get the most health service from available resources in community. Use local personnel to help with meetings, such as the doctor or public health nurse.
8. Sponsorship and participation in community health programs, such as cancer detection, Chest x-Rays, immunization of children, sodium-fluoride dental program, Civil Defense - Red Cross programs.
9. Use scorecard or checksheet on dietary practices, personal and family health practices and medical care.
10. Have some demonstrations on health - home pasturization, clean well water, physical check-up, care in case of cold, selecting meal in cafeteria.

11. Stimulate and assist 4-H club health projects and activities.
 12. Feature health in the program of open meetings normally held when men are included. Plan on one or more such meetings during the year.
 13. Make sure that health considerations are brought into the agricultural and 4-H club program planning.
 14. Get some recreation activities - in home, club, and community.

*
* I believe in the training of my HEALTH for the *
* strength it will give me to enjoy life, to resist *
* disease, and to work efficiently. - - From the 4-H Creed *

Home Economics Information
Clara Ackerman

To make defense mobilization most effective, more homemakers must understand and cooperate. Such important phases of national policy as economic stabilization, civil defense, and morale need strong support from the home front. Support depends on the number of homes that have been effectively reached with information on why the measures are necessary and also information that will help women feed and care for their families when prices are rising, materials are scarce, husbands are going into the Army, and the demands on the homemaker's time are increasing. This information is in the field of home economics.

- | | |
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| Reaching
More
People | Reaching more people involves the use of press, radio, and television. Wider use of these media requires a home demonstration program which has popular appeal--that is, meets the recognized needs of those who read and listen as envisioned by those who control and manage the media. The information must not only meet the needs, it must be offered in a form that fits into the policy and make-up of certain particular magazines, newspapers, or broadcasting stations. |
| A Fair
Share for
the Home
Front | Mobilization speeds up the national economy and results in a number of points of stress. To keep the economy on an even keel these home problems, too, must have popular understanding--must have more space in publications, more time on the radio. To get a fair share of attention devoted to problems of the home front, the information offered must be equally vital, timely, and tailored for the particular use. |
| Research
Needed | What groups are not now in the extension sphere of interest? What groups particularly need information to help them with certain mobilization problems? What media reach these groups--for example, the low-income groups, or the young married women? Do those who do not read, look at pictures, or listen to the radio? Much research has been done in this field which needs to be reexamined in the light of present problems. More needs to be done. |
| The
Immediate
Need | More concrete evidence of the use of home economics information in meeting current problems is needed. When the home demonstration program is spelled out in the lives of families, the press, radio, and television are willing to serve as conveyors of this program. More demonstrations, more examples that prove the point for pictures and stories, more skilled demonstrators for television, more explanations in terms of individual experiences, are the raw materials needed. |

The
Function
of the Home
Economics
Editor

The home economics editor can help interpret to home demonstration program makers, the viewpoints and needs of press, radio, and television. The program then needs to be translated in terms of stories, news items, pictures, editorials, and broadcasts. The home economics staff is small. Greater results might be obtained by working together with administrators, agents, and specialists for more and better raw material, and with extension editors to have more emphasis put on the home front stories and broadcasts in the general information program.

NOTES FROM TALKS

FACTS RELATING TO WOMEN WORKERS

Mrs. Pearl Ravner
In Charge of Economic Studies
Women's Bureau, U. S. Department of Labor

Women are the chief labor reserve which the country can call upon to meet the needs of emergency production. It is a generally recognized fact that if we need more women to work on farms, in industry, the armed forces, or civil defense, these workers must come from women not presently employed.

Although we now have 19 million women at work, there are 38 million unemployed. The largest proportion of women who are not working are married. Seventy percent of the single group are under 20 years of age, are in school, and should stay there. Of the married women, those with young children should be the last to be recruited. Women going into new jobs should be given training so that they can be used in the most effective way, and not just put in the lower skilled, lower paid jobs. In order not to neglect their home responsibilities, provision must be made for community facilities: proper housing, child care centers, and good transportation, etc.

Shortly, a women's advisory committee will be set up to advise the Secretary of Labor on womanpower questions, and work closely with the Women's Bureau.

There is no overall general womanpower shortage right now except for nurses and stenographers. Nurses are so desperately needed, standards have been relaxed. Employers are still unwilling to accept persons over 35 years of age as stenographers. To give the impression that, at this time, there is a terrific over-all shortage of women without skills, would be a disservice. The local picture varies so much, it is impossible to generalize. Women with a developed skill can find jobs. There is now no general shortage for women without specific skills. It is expected, though, there may be a shortage in some areas of the United States working on defense production. When this shortage becomes intense, defense plants will have to employ women.

CIVIL DEFENSE IN AN ATOMIC AGE

Mrs. John L. Whitehurst
Assistant to the Administrator
Office of Civil Defense, Washington, D. C.

There is a great need for educating people in Civil Defense. To do this, it is necessary to dispel the evidences of apathy on the part of the American people.

Women will play a big part in the Civil Defense program, working along with the men. Women can, with training, fit into every phase of the work except heavy fire fighting and heavy rescue.

Civil Defense has an agreement with the American Red Cross whereby training will be given to women in first aid, nurses aid, and the blood bank program. These programs are helpful for any emergency even though the national and international situation may not become more serious. If people are intelligently informed, over 50 percent of the population can be saved in any disaster.

The bill, passed on January 11, 1951 in Congress, gave Civil Defense the privilege of building programs and doing research work, but not administering the programs in States. The governor, or his appointee in each State, is the director. Instead of setting up a new organization, each State is relying on the experts they already have, e.g. sanitary engineers, police, fire, health departments, etc. These experts are working out plans to fit local conditions and will assist in training volunteers. Three regional training schools are being set up by early May: the Washington area, Middle West, and Far West. Leaders from States will be trained. In addition, on May 7 and 8, here in Washington, D. C., every city of 50,000 population or over has been asked to send a representative for briefing. Many towns with less population have also been allowed to send a representative. Some over 400 national organizations are expected to be represented.

If a city should be bombed, people in the non-target areas around will have to do the work of evacuation, mass feeding, providing homes, clothing, medical supplies, etc. This requires a network organization of mutual or mobile aid. So, even in the smaller rural towns, there is need for an educational program to teach people what to do, even though we never have to use the information.

The State and Federal offices of Civil Defense have many leaflets describing the various programs. These leaflets will be sent on request. The local Civil Defense office should be contacted first. Ten million copies of "Survival Under Atomic Attack" have been distributed.

THE STABILIZATION PROGRAM AND THE CONSUMER

Mrs. Chase Going Woodhouse
Office of Price Stabilization
Washington, D. C.

"The stabilization program is one that touches every one of us very deeply," said Mrs. Woodhouse, who feels that it is not so much a matter of laws and regulations as a matter of understanding. The masses of people have not yet understood the problem of inflation and therefore do not help enforce the laws and regulations which attempt to correct it.

She called attention to the fact that though life seems to be very pleasant in the United States, we are really fighting to avert a war -- fighting to keep the peace which is a very different thing than an all-out shooting war.

To illustrate inflation, which Mrs. Woodhouse called "an economic disease," she used two pieces of paper of equal size, one representing goods and services and the other purchasing power for one year.

She said: "We are trying to increase production to the point where by 1953 we will produce enough to take care of the defense program plus the need of our civilian community." The country was not going into an austerity program, but instead was going to build more plants and produce more to take care of the defense needs and at the same time maintain the level of living, she stated.

"As long as you have a balance between purchasing power on the one hand and volume of goods on the other, your price level may go up or down, but the two are in balance -- when we have more money and credit than goods we want to buy, we must cut down on purchasing power to keep the economy in balance. To do this, we have curbs on installment buying, the Federal Reserve Board has been trying to get the banks to curtail their loans, the Treasury has been putting on a drive for savings and has issued a long-term bond and taxes have been increased."

"We are trying to increase the production on one side and are doing a good job. We are trying to cut down the purchasing power on the other side and not getting as good results." She said the real cure for inflation was increasing production and curbing purchasing power to get the economy back into balance when such a large volume of goods and services must necessarily go into the defense program.

In simple terms, the anti-inflation program which she asked home demonstration workers to carry to the women with whom they work would make every woman believe that she is important in putting our economy back into balance. "It is only if every person who has money to spend realizes his responsibilities, that inflation will be licked." She advocated the use of social disapproval for inflationary practices and attitudes. "Save money," she said, "because today's dollar isn't worth very much. If you save that dollar, two or three years from now it will be worth a great deal more."

Mrs. Woodhouse closed by quoting Lincoln when he said that if the American people are informed as to why they are being asked to do something, they will do it and do it willingly.

RESPONSIBILITIES OF AGRICULTURE IN DEFENSE MOBILIZATION

Phillip F. Aylesworth
Administrative Officer, Office of the Secretary
U. S. Department of Agriculture

Responsibilities assigned to Agriculture under the Defense Production Act of September 1950 are:

1. Food
2. Distribution of fertilizer and farm machinery

Food

The food production program is higher than any in the past - 3 percent above 1949, 5 percent above 1950. We are asking for larger supplies of grain - to have stockpiles in case of emergency and to put into livestock to produce

meat products that consumers are demanding. We must keep agriculture somewhat flexible and must keep a reserve of fertility in the soil.

Our food production program must be balanced - balanced from the standpoint of having the livestock program move along with the supplies of grain and the production objective for crops within the production capacity.

Distribution of Fertilizer and Farm Machinery

The farm machinery situation is really pretty good at the present time. We are asking for 100 percent of 1949 for machinery production, 105 percent of 1949 for parts.

In fertilizer we are coming out very well in 1951 - more nitrogen, more potash, less phosphorous. In 1952 we may be in greater difficulty, but we will try to get some fertilizer plants built.

How the U.S.D.A. is Organized for Mobilization

Secretary of Agriculture issued two key memoranda:

No. 1270 assigns a big part of the job to Production and Marketing Administration with other agencies of the U.S.D.A. assisting.

No. 1280 creates a National Agricultural Mobilization Committee and one in each State and county. This provides a mechanism for making it easy for the Department and agencies of the States concerned with agriculture to get together and do the job as effectively as possible. The Secretary of Agriculture created a unit in his immediate office which serves as a spearhead for all mobilization matters and determines policy.

The agriculture mobilization committees in States and counties serve as a means for getting information out to farm people and for getting problems of farm people directly to the Secretary of Agriculture and to his committee - the National Mobilization Committee. There is also an advisory committee with 14 members, familiar with the operations of the U.S.D.A. to advise the Department on mobilization matters.

Manpower on Farms

We have no desire to establish a deferment policy for agriculture workers, for any person not making a substantial contribution to the over-all production of agricultural commodities. However, there should be at least one able-bodied man on every one of our family farms.

We feel that people outside the Department as well as farm people need to know what Agriculture's policy is - that we are going all out to get production - sustained balanced production.

AGRICULTURE'S CHALLENGE

Under Secretary Clarence J. McCormick
U. S. Department of Agriculture

American agriculture is being called upon for the greatest production in history. We're asking for a total production at least three percent above the previous all-time high in 1949. That's asking a lot, when you consider the tremendous job agriculture has already done in continually increasing its production in the last decade.

We think it can be done. Our farmers have never failed the Nation, in either peace or war. We're confident they'll again meet our expanding needs of this wartime period, provided they can get adequate materials and supplies--the tools of production--and are given at least a reasonable assurance of fair prices.

Our production sights may need to be kept high for a long time to come. Our population has increased around 20 million in the last ten years, and will probably increase that much or more in the next ten years.

Yet the "know-how" of American farmers has enabled our increasing population to eat more and better food per capita, with less people required to produce it.

The big crop of ten years ago has become the average crop of today; the big crop of today will become the average crop of ten years from now.

We must keep pace with the Nation's expanding food needs by better methods, better seeds, and better use of fertilizer.

But abundant production must mean balanced production--not just high-level production of everything. Our production must be balanced against our capacity to produce without destroying our productive resources for the long pull; it must be geared closely to actual military and civilian requirements, and it must be balanced between commodities, such as keeping needed increases in livestock within bounds of available feed. We consider abundant production the most effective way to combat inflation, but we believe it must be achieved within the framework of sound farming practices.

Like any other business, it costs more to get above-normal production from a farm. Farm production involves many risks, great skill of many kinds, and large investments of money and labor. If the farm plant is to keep on operating--and particularly if it is expected to turn out increasing supplies year after year--increased farm costs must be balanced by increased returns, just as in any other business.

Too many people have been misled into believing that farm returns are unreasonably high in relation to incomes of other groups. The facts prove otherwise. The farmer has just been gaining back some of the sharp decline in income he suffered in 1948, 1949, and 1950, while other segments of our economy were climbing to new high peaks. Yet farmers are still earning less for their labor, less for their investment, and less for their management ability than are other segments of our economy.

Food is still a bargain. An hour's earnings in a factory may buy less of some things now than it has in the past, but it will buy more food. It would have cost us only 18 percent of our 1950 average disposable income to buy the same kinds and quantities of food we bought in 1935-39 with 23 percent of our disposable income.

But Americans are eating a higher quality diet than they consumed in that 1935-39 period, and still paying a smaller percentage of their average income for it. We are eating about one-eighth more food per person, and buying more services along with our food—better processing and preserving, better packaging, etc.

The improved services in the handling of food, the higher quality diets, and the increased amounts of food people are eating all share in the increased cost of the family's food budget—not just the higher returns to farmers.

Of course, agriculture's present challenge involves even more than providing our increasing population with the abundance needed for better diets and a rising standard of living. In these times of world tension, we must build strategic reserves of food, feed, and fiber to safeguard our Nation for any emergency. We must also recognize the vital role food can occupy in strengthening the free world in its stand against communism, and produce enough to share with our allies wherever and whenever necessary.

We must meet that challenge while still protecting and preserving the traditional family farm pattern of U. S. agriculture. Our pattern of farming is important in the world-wide conflict for men's minds; it is our example of democracy on the land, an inspiration of hope to the rural peoples making up 70 percent of the world's population. Our family farm system is as strong and sturdy as the Nation itself. We must make sure we keep it that way. That farming pattern met the test magnificently in two world wars, and we are going to rely upon the family farms to meet the test again. Moreover, we aim to resist every effort to use the mobilization period as an excuse for trying to weaken or destroy the established and accepted family farm pattern of American agriculture.